**Cover letter structure**

**Non-speculative applications**

**Introduction** (paragraph 1)

* Who are you i.e. what are you currently studying
* Where you saw the job advertised
* Title of the job

**Competence** (paragraph 2) - what do you offer?

* Highlight skills related to relevant experience
* Include 2 or 3 key selling points which should be relevant to the job and evidenced by the CV
* Generate interest

**Motivation** (paragraph 3) - why you want to job?

* Show focus and knowledge, refer to the main points on the job description  
  prove interest
* Demonstrate why you want to work for the organisation
* Explain why the job appeals
* Write about why the sector appeals
* Use proof of your interest using examples i.e. from extra study, extra curricular activities and jobs

**Ending** (paragraph 4)

* Positive close and goodbye

**Speculative applications**

**Introduction** (paragraph 1)

* Who you are
* Why are you writing
* Specify the type of work you are looking for
* Why you want to work for the organisation

**Say why you are looking for this type of work** (paragraph 2)

* Show focus and knowledge of the work and sector
* Prove interest

**Say what you have to offer** (paragraph 3)

* Highlight skills and relevant experience referring to your CV
* Include 2 or 3 key selling points which should be relevant to the job

**Round up** (paragraph 4)

* Restate your interest and suitability for the type of work
* Show enthusiasm by informing the employer that you will follow up the letter with a phone call

# Cover letter rules

When writing your cover you should always try and follow these rules:

* Target your cover letter to each position and employer
* Between 200 and 400 words, no more than 1 page in length
* Short sentences, 14 words per sentences
* Be concise
* Don't repeat the entire content of your CV
* Never include information that is not in your CV
* Check for spelling and grammatical errors
* Follow business letter protocol
  + Dear Sir/Madam...Yours faithfully
  + Dear Ms Smith...Yours sincerely

Please note:

* you should tailor your cover letter to the organisation and job description each time you apply
* you should include why the role interests you, why the company interests you and why you are a good candidate for the job
* any names or achievements used in the samples that reflect real individuals are purely coincidental.